

SPECIALS

**HALLOWEEN FUN &
GAMES FUNNY HATS**

LOWEST PRICES IN TOWN

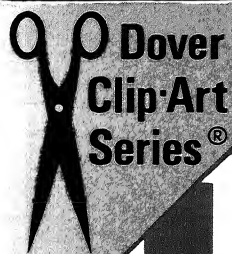
SAVE WHILE THEY LAST

REDUCED FOR SALE DAYS

GOING OUT OF BUSINESS

Buy Now Low Costs

Save... Beat Inflation



READY·TO·USE

HEADLINES

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Values Plus FREE OFFER!

ONCE-A-YEAR Gifts for the Whole Family

SPECIAL ONE DAY ONLY

FREE INTRODUCING SALE

Weekend

Closeout

FREE OFFER

NEW THIS WEEK

SPRING SHOW

FALL PREVIEW

Reduced

SPECIAL

Spectacular

SUPER

Incredible

WINTER Limited CLOSEOUTS

ONE DAY ONLY VALUE AS ADVERTISED ON TV

CLEARANCE SHOP NOW!

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Designed by **TED MENTEN**

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READY-TO-USE
HEADLINES
TED MENTEN

DOVER PUBLICATIONS, INC.
NEW YORK

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FA'
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Published in Canada by General Publishing Company, Ltd., 30
Lesmill Road, Don Mills, Toronto, Ontario.
Published in the United Kingdom by Constable and Company, Ltd.,
10 Orange Street, London WC2H 7EG.

Ready-to-Use-Headlines is a new work, first published by Dover
Publications, Inc., in 1979.

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International Standard Book Number: 0-486-23454-1

Manufactured in the United States of America
Dover Publications, Inc.,
31 East 2nd Street
Mineola, N.Y. 11501

9 704-1
8 3745
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HOW TO CREATE HEADLINES

The first three lines below (printed in gray) contain
headlines arranged exactly as they appear in this book
that can, of course, be used just as they are. The next
four lines (printed in black) show how these same
words can be rearranged to create different headlines.
Note that the final "S" has been removed from

"Specials" and "Purchases." To create straight
headlines, rule your artboard lightly with pencil and
line up the bottoms of the letters or words. Be careful
to keep the spaces between letters and/or words
uniform.

Free With Any Purchases Fabulous Halloween
Super Savings Today & Tonite Sale Days Specials
Don't Miss Out! Low Prices Big Sale of Fashions
Fabulous Halloween Sale of Fashions
Don't Miss Special Low Prices
Big Savings Today & Tonite
Free With Any Purchase

Fourth of July 4th Sale Days
Original Offer One Time Only
Free With Any Purchases
Big Show & Sale of Fashions
Fabulous Halloween Specials
Incredible Bargains Now!
Shop & Save Today Only

BIG OPEN HOUSE
FATHER'S DAY!
WAREHOUSE SALE

**Don't Miss Out! Low Prices
Super Savings Today & Tonite
Gifts for the Whole Family
Fantastic Boutique Bargains
Lucky First Prize Winners!**

*Never Before...Never Again
At These Low Sale Prices*

**FREE! BARGAINS
FALL PREVIEW
DISCOUNT DAYS**

Spectacular Christmas Eve

**BIG DOLLAR DAYS
GIANT YEAR END
LIMITED OFFER**

*Drastic Reductions
Liquidation Sale
Wedding Day Gifts*

*Magnificent
Thanksgiving*

**CLEARANCE SALE
SUPER SPECIALS
SALE ON NOW !**

*This One Week Only
New Floor Samples
Closeout Bargains*

Clearance Sale

**MILLION
DOLLAR
SPECIAL**

Sensational

Christmas Sale

Limited Offer

Special Values

BONUS GIFT

Shopping Spree

**GIANT
BARGAIN
DAYS**

Announcing...

Summer 'n Fall

Spring & Winter

White Sale News

2^{FOR}1 SALE

BIG EVENT

ONLY ONE DAY LEFT

SAVE NOW • JOIN UP

STOREWIDE CLEARANCE

THIS WEEK ONLY NOW!

AS ADVERTISED ON TV

EVERYTHING MUST GO

Factory Closeouts

Announcing... Sale!